

## PURDUE UNIVERSITY

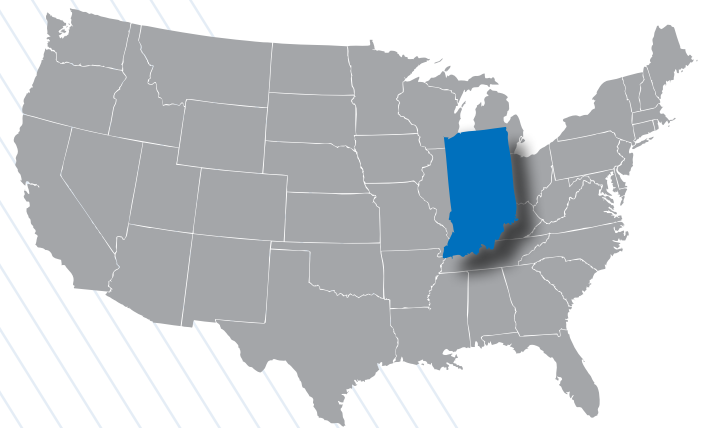
### Indiana MEP: Purdue Technical Assistance Program

The Indiana Manufacturing Extension Partnership (Indiana MEP), provides high value, affordable solutions to help businesses increase profitability. As advocates for Indiana's thousands of manufacturers, Indiana MEP leverages resources in both the public and private sectors to help identify areas of improvement, streamline processes, and ultimately increase competitiveness.

Providing high value, affordable solutions for manufacturing challenges, Indiana MEP offers the following services through on-site training/analysis projects and workshops:

Energy Efficiency, Innovation & Product Development, Leadership Development, Lean Manufacturing, Quality Improvement, Six Sigma, Sustainability, TAP Faculty Projects, and Training Within Industry (TWI).

Indiana MEP is a non-profit organization, based and managed in Indiana and serves businesses throughout the state with offices in Anderson, Evansville, Fort Wayne, Indianapolis, Jasper, New Albany, South Bend, West Lafayette, and Westville.



### For more information, contact

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### Indiana MEP CLIENT IMPACTS

*Impacts are based on clients receiving service in FY2012*

Total Increased/  
Retained Sales



**\$149.6 Million**

Total Increased/  
Retained Jobs



**1,979**

New Client  
Investments



**\$34.8 Million**

# CLIENT SUCCESS: SMART PARTS INC.

*“ We needed to change our selling behaviors, but we weren’t sure how. This partnership with Purdue provided the process, tools, discipline and reinforcement we needed. If you’re a company trying to differentiate yourself in the marketplace, I highly recommend investigating a Solution Selling® opportunities through Purdue and the Manufacturing Extension Partnership.”*

Norman Rivard, VP of Sales and Marketing

## Indiana Manufacturer Adds Solution-Focus to Its Selling

Small Parts Inc. manufactures the small parts used in automobiles, electrical devices and other machines. Its 2,500 products range from eyelets, rings and springs to clamps, washers and brackets, with 150 comprising 90 percent of its business. Fifty-five percent of Small Parts’ annual revenue comes from the electrical distribution business with customers such as Schneider Electric, Eaton and Landis & Gyr, while 45 percent is tied to the automotive industry, with top customers such as General Motors, Ford, and Chrysler. Founded in 1958, the company is headquartered in Logansport, IN with 300 located there and in Mexico.

### *Situation:*

While Small Products parts are used in virtually every house and every car in the nation, the company knew it wouldn’t compete on a global scale by sitting still. New business strategies at Small Parts focused on traditional “quote to print” methodology, providing an annualized success rate of about 5 percent. Results stagnated as the company tried to battle niche expertise in certain areas. Small Parts executives turned to the Indiana MEP Purdue’s Technical Assistance Program, a NIST MEP affiliate, and its Solution Selling® program.

### *Solution:*

Solution Selling training included participation from sales and engineering teams and the presidents of Small Parts’ sister companies, ABC Metals, Inc. and HTI, Inc. Rather than just promoting the sale of an existing product, Solution Selling focuses the selling of a solution to a customer’s need or problem. By adopting Solution Selling principles, Small Parts has built on its traditional market dominance with just one automotive company and has closed deals with two other major customers. The company also worked with sales staff and engineers to better define unique solutions and link them to customer problems. With these sales tools, Small Parts can more effectively communicate and demonstrate this connection to potential customers. Company officials plan to take refresher Solution Selling courses twice a year.

### *Results:*

- \* Tripled market share growth within one segment
- \* 300% improvement in closure rate on new business

Tripled market  
share growth